

POLICE TRAFFIC SERVICES FY2018

The OHSP implements activities in support of national and state highway safety goals to reduce motor vehicle related fatalities and injuries. The activities include participation in national law enforcement mobilizations as well as sustained enforcement of statutes addressing impaired driving and occupant protection.

Goals:

Prevent fatalities from increasing from 963 in 2015 to 1,003.2 by December 31, 2018.

Prevent serious injuries from increasing from 4,865 in 2015 to 5,136.4 by December 31, 2018.

Prevent the vehicle mileage fatality rate from increasing from 0.98 in 2015 to 1.02 by December 31, 2018.

Increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles from 92.8 percent in 2015 to 98 percent by December 31, 2018.

Decrease fatalities and incapacitating injuries for alcohol-involved crashes by 14 percent from 1,199 in 2015 to 991 by December 31, 2018.

Prevent fatalities and incapacitating injuries for drug-impaired crashes from increasing from 473 in 2015 to 508 by December 31, 2018.

Task 1: Traffic Enforcement	\$4,400,000
Section 402 FAST Act funds	\$4,400,000

Mandatory and Elective Overtime Enforcement

Project Number	PT-18-02	
Benefit to Locals	Yes	
Grantee	State, county, and local law enforcement	
Grant Amount, Funding Source	\$4,400,000 \$2,900,000 Rev 02/20/18	402 FAST Act
Match	Yes	
Indirect cost rate	5.4 percent	
Grant Amount, Funding Source	\$-0- \$1,500,000 Rev 02/20/18	405(d) FAST Act-Flex
Match	Yes	
Indirect cost rate	5.4 percent	
Grant Start-up	October 1	
SHSP Strategy	High visibility enforcement. Explore innovative countermeasures for impaired driving.	
Project Objective	Conduct up to 72,000 hours of overtime traffic safety enforcement by September 30, 2018. Average one equivalent stop per billed hour of traffic enforcement by September 30, 2018.	

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High-visibility enforcement increases compliance with traffic laws. The credible threat of a citation or arrest reduces traffic violations, crashes, fatalities, and injuries. The OHSP will fund cooperative overtime enforcement statewide focusing on year-round compliance with traffic safety laws, particularly during statewide mobilizations and crackdowns. Enforcement will focus on peak crash times. Please see the *Evidence-Based Traffic Safety Enforcement Program* for further enforcement details.

Funding will support the costs related to overtime enforcement efforts.

Evidence of Effectiveness: CTW 2015, Chapter 1, Sections 2.2, 2.5, 7.1; Chapter 2, Sections 2.1, 2.2, 2.3.

Task 2: Education and Communication		\$1,560,000
	Revision 02/20/2018	\$2,055,000
Section 405(d) FAST Act funds-Low Paid/Earned Media		\$1,375,000
	Revision 02/06/2018	\$1,000,000
Funds Changed 01/30/2018	Revision 10/19/2017	\$1,300,000
Section 405(d) FAST Act Low Occupant Protection-Flex	02/20/2018	\$185,000
Section 402 FAST Act funds		\$ -0-
	Revision 02/20/2018	\$ 45,000
	Revision 02/20/2018	\$230,000
Section 402 FAST Act funds-Paid Media		\$-0-
	Revision 02/20/2018	\$450,000

Mobilization Message Development

Project Number	CP-18-03	
Benefit to Locals	No	
Grantee	OHSP-PI&E	
Grant Amount, Funding Source	\$375,000 \$ 75,000 10/19/17	405(d) FAST Act Low Paid/Earned Media 01/30/2018
Grant Amount, Funding Source	\$185,000	405(d) FAST Act Low Occupant Protection-Flex 402 FAST Act 2/20/2018
Match	No	
Indirect cost rate	n/a	
MOE	\$0	
Grant Start-up	October 1	
SHSP Strategy	Support public information and education campaigns. Explore innovative countermeasures for seat belts and impaired driving.	
Project Objectives	Develop new seat belt enforcement advertising messaging for the May seat belt mobilization by September 30, 2018.	

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	Develop four earned media and outreach plans to support November, April, May, and August enforcement to maximize local media interest by September 30, 2018.
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Periodically updating and refreshing advertising messages helps them remain memorable and promote a call to action for the target audience, young men. Funding will support the development of new creative themes for enforcement mobilizations, including advertising, earned media, and outreach.

Evidence of Effectiveness: CTW 2015, Chapter 1, Sections 2.2, 7.1; Chapter 2, Section 3.1.

Mobilization Paid Advertising

Project Number	CP-18-03	
Benefit to Locals	Yes	
Grantee	OHSP-PI&E	
Grant Amount, Funding Source	\$-0-\$450,000 Rev 02/20/18	402-FAST Act Paid Media
Grant Amount, Funding Source	\$1,000,000 \$1,300,000 10/19/17	405(d) FAST Act Low Paid/Earned Media 01/30/2018
Match	No	
Indirect cost rate	n/a	
MOE	\$0	
Grant Start-up	October 1	
SHSP Strategy	Support public information and education campaigns. Explore innovative countermeasures for seat belts and impaired driving.	
Project Objectives	<p>Conduct up to three media campaigns geared at special traffic enforcement mobilizations by September 30, 2018.</p> <p>Build awareness for the <i>Drive Sober or Get Pulled Over</i> campaign message among young men to at least 75 percent by September 30, 2018.</p> <p>Continue high awareness for the <i>Click It or Ticket</i> campaign among young men so that at least 80 percent recall the campaign by September 30, 2018.</p>	

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Targeted paid advertising messages have helped the OHSP achieve one of the highest belt use rates in the nation. Such efforts have helped reduce unrestrained fatalities and serious injuries.

The OHSP follows the traffic enforcement mobilization model established by NHTSA. This model calls for paid advertising starting a week prior to enforcement and continuing through the first week of enforcement action. The timing allows motorists a warning period before enforcement action begins. Young male drivers remain the focus of messaging efforts for both seat belt and impaired driving enforcement.

Funding will cover paid advertising costs during the specified mobilization.

Evidence of Effectiveness: CTW 2015, Chapter 1, Sections 2.2, 5.2; Chapter 2, 3.1.

Enforcement Materials Development

Project Number	CP-18-03	
Benefit to Locals	No	
Grantee	OHSP-PI&E	
Grant Amount, Funding Source	\$-0-\$45,000 Rev 02/20/18	402 FAST Act
Match	No	
Indirect cost rate	n/a	
Grant Start-up	October 1	
SHSP Strategy	Support public information and education campaigns. Conduct effective communication and outreach activities.	
Project Objective	Develop traffic enforcement outreach support materials by September 30, 2018.	

The OHSP will support and enhance traffic safety enforcement the development and distribution of topic-related materials to help improve public awareness and understanding of basic traffic safety guidelines and laws.

Other information will be developed for law enforcement officers to reinforce the importance of traffic enforcement and its role in helping to reduce traffic deaths, injuries, and crashes.

Funding will support the development and distribution of materials.

Evidence of Effectiveness: CTW 2015, Chapter 1, Sections 2.2, 5.2; Chapter 2, 3.1.

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Task 3: Law Enforcement Training	\$25,000
Revision 02/20/2018	\$55,000
405(d) FAST Act Low Drug & Alcohol Training	\$25,000
402 FAST Act	\$ -0-
Revision 02/20/2018	\$30,000

Law Enforcement Training

Project Number	CP-18-01	
Benefit to Locals	Yes	
Grantee	OHSP Special Projects	
Grant Amount, Funding Source	\$-0- \$30,000 Rev 02/20/18	402 FAST Act
Grant Amount, Funding Source	\$25,000	405 (d) FAST Act Low Drug & Alcohol Training
Match	No	
Indirect cost rate	n/a	
MOE	\$0	
Grant Start-up	October 1	
SHSP Strategy	Provide enhanced training for all sectors of the criminal justice community. Conduct effective communication and outreach activities. Explore innovative countermeasures for impaired driving.	
Project Objective	Provide up to three traffic safety training programs for law enforcement officers to assist them in enforcing traffic laws and protecting the motoring public by September 30, 2018.	

Training enables law enforcement officers to be aware of and understand current issues to successfully address traffic safety priorities. The information provided can increase the knowledge and skills of officers who use traffic enforcement as a means to reduce crime, traffic fatalities, and injuries.

With traffic safety laws changing and technology becoming more sophisticated, it is important for law enforcement officers to stay current with techniques that enhance their effectiveness as well as protect their safety. Bringing instructional opportunities to regional areas of the state will provide exposure to valuable information to law enforcement agencies.

Topics to be considered include Cops in Court, Traffic Stop Challenges, Occupant Protection Usage and Enforcement (OPUE), Roadside Verbal Judo, Prosecuting the Drugged Driver, drug awareness/Tall Cop, leadership development, traffic law update, and others.

Funding will support the costs of the law enforcement training courses.

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Evidence of Effectiveness: CTW 2015, Chapter 1, Sections 2.2, 5.2; Chapter 2, Sections 2.1, 2.2, 2.3.

Task 4: Evaluation	\$106,000
Section 402 FAST Act funds	\$106,000

Telephone Surveys

Project Number	CP-18-03	
Benefit to Locals	No	
Grantee	OHSP-PI&E	
Grant Amount, Funding Source	\$105,000	402 FAST Act
Match	No	
Indirect cost rate	n/a	
Grant Start-up	October 1	
SHSP Strategy	Support public information and education campaigns.	
Project Objective	Determine public perception of safety belt and impaired driving enforcement efforts and advertising messages for campaigns by conducting at least four telephone surveys by September 30, 2018.	

The immediacy of telephone surveys gives the OHSP almost immediate feedback on how drivers perceive and react to programs, giving officials a window into trends based on driver thinking and their likely reactions to enforcement program decisions and approaches.

Surveys of driver attitudes and beliefs can illuminate areas for improvement, identify program enhancements, and determine effectiveness. Surveys allow the OHSP to make adjustments mid-stream during implementation, if necessary, and helps develop plans based on current-year data and potential future trends. Ongoing evaluation supports the effectiveness of enforcement mobilizations.

Funding will support the costs of the surveys.

Evidence of Effectiveness: evaluation tool to ensure paid advertising messages and plans are reaching the intended audiences.

Grant Performance and Data Analysis Support

Project Number	PT-18-01	
Benefit to Locals	Yes	
Grantee	Western Michigan University	
Grant Amount, Funding Source	\$1,000	402 FAST Act
Match	No	
Indirect cost rate	51 percent	

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Grant Start-up	October 1
SHSP Strategy	Increase coordination, effective communication, and cooperation among various public and private organizations. Improve timeliness and accuracy of data collections, analysis processes, accessibility, and distribution and systems.
Project Objective	Provide a final ranking report by April 30, 2018.

Michigan's traffic crash data is used to identify and analyze problems, implement countermeasures, and evaluate impact. Law enforcement agencies receiving grant funding from the OHSP for overtime traffic enforcement are determined by countywide crash data and available funding.

This project began in FY 2017 to determine the impact overtime enforcement has had on reducing fatalities and serious injuries to unrestrained occupants and/or alcohol-involved crashes. It will report on each agency's ability to meet the recommended performance measures for grant-funded enforcement and recommend detailed enforcement strategies for each county/participating agency.

Funding will support the evaluation of effectiveness of the overtime enforcement efforts.

Evidence of Effectiveness: evaluation tool to support high visibility traffic enforcement efforts.

Task 5: Program Management	\$1,270,000
Section 402 FAST Act funds	\$1,270,000

Program Management

Project Number	CP-18-02	
Benefit to Locals	No	
Grantee	OHSP-Program Management Section	
Grant Amount, Funding Source	\$1,270,000	402 FAST Act
Match	No	
Indirect cost rate	5.4 percent	
Grant Start-up	October 1	

Funding will support the shared costs of the Program Management team required to implement and manage the OHSP programs.

evaluation tool to ensure paid advertising messages and plans are reaching the intended audiences.

Evidence of Effectiveness: not applicable.